

ABSTRACT

A program or an advertisement that was broadcast is received, for example, by a user terminal 41 for a user A, and a corresponding "information icon" is stored in the user terminal 41. Later, when the user A selects the "information icon" which he/she would like to know in details, a "detailed my page" customized for the user A is transmitted from an information management center 3. If the user A who viewed display contents of the "detailed my page" would like to invite a user B who is one of his/her friends, he/she transmits an electronic mail with the corresponding "information icon" attached, which was addressed to a user terminal 42. Later, When the user B perused contents of the received electronic mail, and selects the "information icon" in order to know the details thereof, the "detailed my page" adjusted individually for the user B is transmitted from the information management center 3.

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